



October 17, 2011

Michael Machado
Delta Protection Commission
P.O. Box 530
Walnut Grove, California 95690

Dear Mr. Machado,

On behalf of Visit California, I am writing to express support and commitment for a National Heritage Area (NHA) designation in the Sacramento-San Joaquin Delta. Visit California can potentially serve as a partner for a Delta NHA by assisting the management entity with promotion of NHA sites via our website.

Visit California is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. We work jointly with the State of California's Division of Tourism to implement the annual marketing plan, which promotes California as a premier leisure travel destination.

The importance of tourism to California as an economic driver cannot be understated, as it is California's fourth largest employer and fifth largest contributor to the gross state product. A Delta National Heritage Area will be a valuable tool to help the Delta gain visibility as a destination for recreation and tourism activities, thus assisting with both economic development and public education.

We look forward to continuing to work to promote this wonderful area to our domestic and international visitors.

Sincerely,

Caroline Beteta
President and Chief Executive Officer
Visit California

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